



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/728,672	12/01/2000	Mai-lan Tomsen	005217.P008	5562
33318	7590	01/26/2005	EXAMINER	
DIGEO, INC. 8815 122ND NE KIRKLAND, WA 98033			MANNING, JOHN	
			ART UNIT	PAPER NUMBER

2614

DATE MAILED: 01/26/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

## Office Action Summary

Application No.

09/728,672

Applicant(s)

TOMSEN, MAI-LAN

Examiner

John Manning

Art Unit

2614

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 13 August 2004.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-9 and 23-40 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-9 and 23-40 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)   | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)  | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date <u>8/6/04</u> . | 6) <input type="checkbox"/> Other: _____  |

## DETAILED ACTION

### *Response to Arguments*

1. Applicant's arguments with respect to claims 1-9 have been considered but are moot in view of the new ground(s) of rejection.

### *Claim Rejections - 35 USC § 102*

- (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.
2. Claims 1-3, 8, 23-24, 26-27, 33-35 and 40 are rejected under 35 U.S.C. 102(e) as being anticipated by Kitsukawa et al. (US Pat No 6,282,713).

In regard to claim 1, the claimed steps of "presenting a broadcast segment as part of an interactive television transmission receiving with the broadcast segment" and "receiving with the broadcast segment supplemental information related to a transaction involving the broadcast segment" are met by Figures 2-3 and 5. "The advertising information may be received simultaneously with the scenes in which the identified items corresponding to the advertising information appear, but the embodiment is not so limited. Furthermore, the advertising information may be received prior to receipt of the scenes or television programs in which the identified items corresponding to the advertising information appear, in which case the advertising information is stored along with timing data that links the advertising information to the corresponding scene or program" (Col 6, Lines 51-60). The claimed steps of "responsive to a first command received from a user input device, locally storing the supplemental information received

prior to the first command" and "responsive to a second command received from the user input device and subsequent to presenting at least a portion of the broadcast segment, retrieving the locally-stored information associated with the transaction and using the retrieved information to resume the transaction" are met by Figure 5-7. "If the advertising information is selected for storage, operation continues at step 416, at which the advertising information is stored. The stored advertisement mode of one embodiment causes specified portions of the advertising information to be stored. The stored advertising information may be recalled and viewed at a time that is different from the display time of the scene in which the corresponding advertised item appears, but the embodiment is not so limited" (Col 7, Lines 45-53).

In regard to claims 2 and 3, the claimed steps of "storing the supplemental information comprises deferring the transaction until the second command is received" and "the broadcast segment comprises a commercial" are met by that discussed above for claim 1.

In regard to claim 8, the claimed step of "prompting for user selection to conduct the transaction or to defer the transaction" is met by Figure 5-7.

"If the advertising information is selected for storage, operation continues at step 416, at which the advertising information is stored. The stored advertisement mode of one embodiment causes specified portions of the advertising information to be stored. The stored advertising information may be recalled and viewed at a time that is different from the display time of the scene in which the corresponding advertised item appears, but the embodiment is not so limited" (Col 7, Lines 45-53).

Art Unit: 2614

In regard to claim 23, the claimed steps of "receiving a broadcast segment including supplemental information sufficient for conducting at least a portion of a transaction" is met by Figures 2-3 and 5. "The advertising information may be received simultaneously with the scenes in which the identified items corresponding to the advertising information appear, but the embodiment is not so limited. Furthermore, the advertising information may be received prior to receipt of the scenes or television programs in which the identified items corresponding to the advertising information appear, in which case the advertising information is stored along with timing data that links the advertising information to the corresponding scene or program" (Col 6, Lines 51-60). The claimed step of "notifying a user that the transaction is available" is met by Figure 3-4. "If an advertisement mode is selected, operation continues at step 408, at which the viewer is alerted when advertising information is available for an item displayed in a scene of the television program broadcast" (Col 7, Lines 9-13). The claimed steps of "receiving a user command to defer the transaction", "storing the supplemental information", "storing context information relating to the transaction", "deferring the transaction", "receiving a user command to resume the deferred transaction" and "retrieving the stored supplemental information and context information" are met by Figures 2-3 and 5. "If the advertising information is selected for storage, operation continues at step 416, at which the advertising information is stored. The stored advertisement mode of one embodiment causes specified portions of the advertising information to be stored. The stored advertising information may be recalled and viewed at a time that is different from the display time of the scene in which the

Art Unit: 2614

corresponding advertised item appears, but the embodiment is not so limited" (Col 7, Lines 45-53). The claimed step of "using the supplemental information and context information to resume the deferred transaction from the point at which it was deferred and restore the user's context within the transaction" is met by Figures 5-7. "The advertising information for a particular item is selected for display by moving a cursor 599 or other pointer to the corresponding advertising mark and selecting the mark. The cursor control comprises a remote control device and a mouse, but the embodiment is not so limited. The advertising information displayed for an item may comprise, but is not limited to, manufacturer's information, dealer information, service information, specification information, cost information, and availability" (Col 8, Lines 41-49). "In the displayed program scene 502, for example, advertising information is available for the chair 511 in which the actor 590 is sitting by selecting the corresponding chair icon advertising mark 521. Advertising information is available for the hat 512 worn by the actor 590 by selecting the corresponding hat icon advertising mark 522. Advertising information is available for the hat 513 worn by the child actor 592 by selecting the corresponding hat icon advertising mark 523" (Col 8, Lines 58-66).

In regard to claim 24, Kitsukawa discloses that the supplemental information comprises storing a URL of a website. "In one embodiment, the advertising information may comprise electronic catalogs that contain information on additional products and services offered by the particular manufacturer and dealer, electronic links to electronic catalogs, electronic links to product manufacturers and dealers that comprise electronic mail and voice massaging links, and electronic links over the Internet to the Web pages

Art Unit: 2614

of product manufacturers and dealers, but the embodiment is not so limited" (Col 8, Lines 49-57).

In regard to claim 26, the claimed step of "storing the supplemental information comprises locally storing the supplemental information within a set top box" is met by Figure 1. "The computer system 100 further comprises a random access memory (RAM) or other dynamic storage device in main memory 104 coupled to the bus 101 for storing information and instructions to be executed by the processor 109. The computer system 100 further comprises a read only memory (ROM) 106, or other static storage device, coupled to the bus 101 for storing static information and instructions for the processor 109. A data storage device 107, such as a magnetic disk or optical disk and a corresponding disk drive, is coupled to the bus 101" (Col 4, Lines 31-41).

In regard to claim 27, as discussed above for claim 23, the use may enter information into storage for later retrieval.

In regard to claim 33, the stored advertisement information act as an indication of a current action.

In regard to claim 34, the claimed step of "storing the context information comprises locally storing the context information within a set top box" is met by Figure 1. "The computer system 100 further comprises a random access memory (RAM) or other dynamic storage device in main memory 104 coupled to the bus 101 for storing information and instructions to be executed by the processor 109. The computer system 100 further comprises a read only memory (ROM) 106, or other static storage device, coupled to the bus 101 for storing static information and instructions for the processor

Art Unit: 2614

109. A data storage device 107, such as a magnetic disk or optical disk and a corresponding disk drive, is coupled to the bus 101" (Col 4, Lines 31-41).

In regard to claim 35, the claimed step of "presenting an audio indicator of the availability of the transaction" is disclosed. "If an advertisement mode is selected, operation continues at step 408, at which the viewer is alerted when advertising information is available for an item displayed in a scene of the television program broadcast. The viewer alert comprises a tone and at least one displayed mark, wherein the displayed mark may be superimposed over the broadcast of the television program on the screen, but the embodiment is not so limited" (Col 7, Lines 9-16).

In regard to claim 40, the claimed steps of "receiving a broadcast segment including supplemental information for conducting a transaction", "receiving a command to defer the transaction", "in response to the command to defer the transaction capturing a snapshot of at least a portion of the broadcast segment relating to the transaction", "locally storing the snapshot within a set top box" and "deferring the transaction" are met by Figures 2-3 and 5. "The advertising information may be received simultaneously with the scenes in which the identified items corresponding to the advertising information appear, but the embodiment is not so limited. Furthermore, the advertising information may be received prior to receipt of the scenes or television programs in which the identified items corresponding to the advertising information appear, in which case the advertising information is stored along with timing data that links the advertising information to the corresponding scene or program" (Col 6, Lines 51-60). The claimed steps of "receiving a command to resume the deferred transaction", "retrieving the



Art Unit: 2614

locally-stored snapshot” and “presenting the retrieved snapshot to restore a user’s context in the transaction” are met by Figure 5-7. “If the advertising information is selected for storage, operation continues at step 416, at which the advertising information is stored. The stored advertisement mode of one embodiment causes specified portions of the advertising information to be stored. The stored advertising information may be recalled and viewed at a time that is different from the display time of the scene in which the corresponding advertised item appears, but the embodiment is not so limited” (Col 7, Lines 45-53).

***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 4, 6-7, 9, 25 and 36-37 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kitsukawa.

In regard to claim 4, the claimed step of “providing at least some of the retrieved stored information related to the transaction” and “providing content related to the broadcast segment by displaying context information” is met by Figure 4-6. “If the advertising information is selected for storage, operation continues at step 416, at which the advertising information is stored. The stored advertisement mode of one embodiment causes specified portions of the advertising information to be stored. The stored advertising information may be recalled and viewed at a time that is different

Art Unit: 2614

from the display time of the scene in which the corresponding advertised item appears, but the embodiment is not so limited" (Col 7, Lines 45-53). "In the displayed program scene 502, for example, advertising information is available for the chair 511 in which the actor 590 is sitting by selecting the corresponding chair icon advertising mark 521. Advertising information is available for the hat 512 worn by the actor 590 by selecting the corresponding hat icon advertising mark 522. Advertising information is available for the hat 513 worn by the child actor 592 by selecting the corresponding hat icon advertising mark 523" (Col 8, Lines 58-66). Kitsukawa fails to explicitly disclose the use of a shopping cart. However, the examiner takes Official Notice that is notoriously well known in the art to use a shopping cart so as to organize pending transactions. Consequently, it would have been obvious to one of ordinary skill in the art to modify Kitsukawa to have a shopping cart so as to organize pending transactions

In regard to claim 6, the claimed step of "providing the context information includes providing supplemental information related to subject matter in the broadcast segment" is met by Figure 4-6. "In the displayed program scene 502, for example, advertising information is available for the chair 511 in which the actor 590 is sitting by selecting the corresponding chair icon advertising mark 521. Advertising information is available for the hat 512 worn by the actor 590 by selecting the corresponding hat icon advertising mark 522. Advertising information is available for the hat 513 worn by the child actor 592 by selecting the corresponding hat icon advertising mark 523" (Col 8, Lines 58-66).

In regard to claim 7, the claimed steps of "prompting for a selection to complete the transition or to view additional context information" and "in response to the selection completing the transaction or providing the additional context information" are met by Figure 4-6. "The advertising information for a particular item is selected for display by moving a cursor 599 or other pointer to the corresponding advertising mark and selecting the mark. The cursor control comprises a remote control device and a mouse, but the embodiment is not so limited. The advertising information displayed for an item may comprise, but is not limited to, manufacturer's information, dealer information, service information, specification information, cost information, and availability" (Col 8, Lines 41-49). The claimed steps of "prompting for user selection to conduct the transaction or to defer the transaction", "responsive to user selection to defer the transaction, storing information related to the transaction" and "responsive to user selection to conduct the transaction processing user input information related to conducting the transaction" are met by Figure 5-7. "If the advertising information is selected for storage, operation continues at step 416, at which the advertising information is stored. The stored advertisement mode of one embodiment causes specified portions of the advertising information to be stored. The stored advertising information may be recalled and viewed at a time that is different from the display time of the scene in which the corresponding advertised item appears, but the embodiment is not so limited" (Col 7, Lines 45-53). "The advertising information may be used to electronically order the associated item" (Col 3, Lines 4-5). Kitsukawa fails to explicitly disclose the use of a shopping cart. However, the examiner takes Official Notice that is

Art Unit: 2614

notoriously well known in the art to use a shopping cart so as to organize pending transactions. Consequently, it would have been obvious to one of ordinary skill in the art to modify Kitsukawa to have a shopping cart so as to organize pending transactions

In regard to claim 9, Kitsukawa discloses that the advertisement information may include electronic links over the Internet to product manufactures and dealers. The reference is silent with respect to the system connecting to a communications network. However, the examiner takes Official Notice to a system connecting to a communications network so as to connect to electronic links. Consequently, it would have been obvious to one of ordinary skill in the art to implement Kitsukawa with connecting to a communications network so as to connect to electronic links.

In regard to claim 25, Kitsukawa discloses timing information which is interpreted to be a trigger. The reference fails to explicitly disclose that the timing information is and ATVEF trigger. However, the examiner takes Official Notice that is notoriously well known in the art to use ATVEF triggers so as to provide interactive video that is interoperable. Consequently, it would have been obvious to one of ordinary skill in the art to implement Kitsukawa so as to provide interactive video that is interoperable.

In regard to claims 36 and 37, the claimed step of "receiving a user selection of a deferred transaction to resume" is met by Figures 2-3 and 5. "If the advertising information is selected for storage, operation continues at step 416, at which the advertising information is stored. The stored advertisement mode of one embodiment causes specified portions of the advertising information to be stored. The stored advertising information may be recalled and viewed at a time that is different from the

Art Unit: 2614

display time of the scene in which the corresponding advertised item appears, but the embodiment is not so limited" (Col 7, Lines 45-53). Kitsukawa fails to explicitly disclose the use of a list of deferred transactions and maintain a history of the transaction. However, the examiner takes Official Notice that is notoriously well known in the art to use a list of deferred transactions and maintain a history of the transaction so as to organize pending, current, and past transactions. Consequently, it would have been obvious to one of ordinary skill in the art to modify Kitsukawa to have a list of deferred transactions and maintain a history of the transaction so as to organize pending, current, and past transactions.

5. Claims 5 and 28-32 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kitsukawa in view of Voyticky et al. (US Pat No 6,637,028).

In regard to claim 5, Kitsukawa fails to explicitly disclose streaming at least a portion of the broadcast segment. Voyticky teaches providing the user with a portion of the broadcast segment from a server so as to provide the user with additional information regarding the product. A "video clip of the selected moment of the program may be displayed" (Col 6, Lines 59-60). Consequently, it would have been obvious to one of ordinary skill in the art to modify Kitsukawa to provide the user with a portion of the broadcast segment from a server so as to provide the user with additional information regarding the product.

In regard to claims 28-29, Kitsukawa fails to explicitly disclose storing URLs or content retrieve from websites. Voyticky teaches storing URLs or content retrieved from websites so as to provide the user with additional information regarding the product.

Art Unit: 2614

"The server 107 then determines an assortment of products that were displayed on the user's television 102 when the user pressed the event button on the remote 105, for each press of the event button. This is accomplished by referencing a previously inputted product data base that indicates which products appear in the program being watched, and the times that they appear (measured in program time). The central server 107 then sends information about this assortment of products back to the home computer 106 via the Internet. This can be accomplished, for example, by sending a web page or database to the home computer 106" (Col 6, Lines 43-55). Consequently, it would have been obvious to one of ordinary skill in the art to modify Kitsukawa to store URLs or content retrieved from websites so as to provide the user with additional information regarding the product.

Claims 30-32 are met by that discussed for claim 5.

6. Claims 38 and 39 are rejected under 35 U.S.C. 103(a) as being unpatentable over Kitsukawa in view of Zigmand et al (US Pat No 6,330,719).

In regard to claims 38 and 39, Kitsukawa fails to explicitly disclose automatically displaying a list of deferred transactions during a commercial break or after the broadcast segment has ended. Zigmond teaches automatically deferring transaction and displaying information for a scheduled amount of time so as to prevent network overloads (Col 3, Lines 62-67; Col 4, Lines 1-22). Consequently, it would have been obvious to one of ordinary skill in the art to modify Kitsukawa to automatically defer a transaction and display information for a scheduled amount of time so as to prevent network overloads.

Art Unit: 2614

***Conclusion***

7. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the date of this final action.

8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to John Manning whose telephone number is 703-305-0345. The examiner can normally be reached on M-F: 8:00 - 5:30.


If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John W Miller can be reached on 703-305-4795. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Art Unit: 2614

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

JM

January 21, 2005



JOHN MILLER  
SUPERVISORY PATENT EXAMINER  
TECHNOLOGY CENTER 2600